





## CHAPTER THREE

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M: VISION, OUR FINAL STAND AGAINST THE OMEGA SPAWN--AS WE FALL ONE BY ONE WE INCH CLOSER AND CLOSER TO THAT FUTILE CHARGE...































PART THREE

Todd McFarlane once penciled and inked a total of 130 pages in a single month.

He was working on two series at the time: The Amazing Spider-Man for Marvel (which was biweekly at the time) and the Invastion miniscries for DC. Nowadays, some artists don't draw 130 pages a year, but back then Todd was holding down a monthly, plus side projects. Miniscries, covers for various titles... He was a juggernaut, determined to succeed at all costs.

Let's back track a bit.

I stopped reading comics when in high school. I was living in West Germany then – it was the mid-Eighties, well before the Betlin Wall came down – and one day, when I realized that every comic book I bought mean! I had less money to spend on records, clothes and socializing, I decided to go cold turkey. I didn't even wait for the various storylines I was following to conclude. I just stopped buying comics, sold my entire collection (which was sizeable) and didn't look back.

About four years later, I found myself curiously browsing a spinner rack at a local newsstand and before I knew it, I was hooked again. I was living in California by then and I was going to college, but despite having relatively little free time, comics became an increasingly larger part of my life. I sought out and visited as many comics shops as I could find, replacing the books I'd sold, catching up on what I'd missed in all my favorite titles and constantly trying whatever new series looked interesting.

And no matter where I went, everybody was talking about Todd McFarlane. Todd had started drawing The Amazing Spider-Man for Marvel in 1988, but I'd missed most of that. He was just finishing a two-or-so-year run on the book by the time I rediscovered comics, and I think the first issue I saw on the stands had the Hulk on the cover: Spider-Man was beating the hell out of the Hulk, shattering the book's trade dress in the process. As it turned out, that was Todd's swan song. I looked for back issues, but they were all well over cover price: Todd McFarlane was comics' hottest commodity.

Not long after first encountering Todd's work on The Amazing Spider-Man, I learned he was launching a new title – Spider-Man – that he would write and draw himself. I waited in line to get a copy of the first issue the night it was released, something I hadh't done before and definitely haven't done since. There were stories about fan anticipation on the local news, there were newspaper articles – friends of mine who weren't even interested in comics asked if I was buying "the McFarlane Spider-Man comic." It was a genuine event.

Spider-Man #1 went on to sell over two million copies.

I didn't know it at the time, but that event was a precursor for Image. After 15 issues of Spider-Man, Todd quit the book and following a short break from comics, he joined forces with Erik Larsen, Rob Lifeld and Jim Valentino to form Image Comics. They recruited Jim Lee, Marc Silvestri and Whilee Portacio and less than a year after Todd's final Marvel comic hit the racks, Spawn made its debut at numbers nearly matching those of Spider-Man #1.

Todd more or less conquered the world after that. Spaum was Image's bestselling title, there was a crossover with Batman, McFarlane Toys began making some of the most detailed action figures



ever created, there was a Speum film, a video game, an animated series on HBO, music videos for Pearl Jam and Korn, album covers, you name it. It was incredible to watch, not just because Todd was successful, but because he remained so committed to everything he did. Some might say he had "the magic touch," but looking at it from the inside (I was working for Rob Liefeld's Extreme Studios while much of this was happening), there was nothing magic about it: Todd worked tirelessly – relentlessly – for everything he had.

That, and he always thought ahead.

There was a lot of headshaking when Todd spent three million dollars on Mark McGwire's recordbreaking 70th homerun ball in 1998. Even now, some describe it as an act of lunacy, noting that Mc-Gwire's record was fast broken by Barry Bonds and that Todd was foolish to invest so much money in something that quickly became, in their estimation, "worthless."

"Foolish" isn't a word I'd ever use to describe Todd McFarlane, though, and anyone paying attention would have realized what Todd did was actually quite clever.

Sure, he spent a lot of money on baseballs (he bought eight balls total – three hit by Sammy Sosa and five by McGwire), but what he got in return far exceeded the amount he paid. Because following the purchase of those balls, Todd was exhibiting at sports events, his toy company was making toys licensed from the MLBA, the NFL, NBA and the NHL and he was commissioned to design a new logo for the Edmonton Oilers. The only thing insane about his decision to buy those balls was the amount of exposure he gained – for a fraction of the money a PR firm would have charged to reach half as many people.

Jump to 2008: Todd triumphantly returned to Spaum with Fellow Image founder Whilee Portacio. Together, Todd and Whilee carfied some of the series' best stories, all whilst continuing to oversee McFarlane Toys, developing a new Spaum animated series, laying the ground for a second film and starting a video game company with Red Sox pitcher Curt Schilling. At the same time, he was busy developing Haunt with fellow Image partner Robert Kirkman, which has since gone on to become Image's most successful new series in nearly a decade.

Oh, yeah – and he's also contributing to this book, mage United. Given how incredibly busy Todd is, he easily could have shot this whole project down when Erik Larsen first approached him about it last year, but he didn't hesitate to say yes. As anyone involved with this project can tell you, it's a unique process. Pages are going to any one of half a dozen artists at all times and yet somehow, in the midst of it all, Todd still takes time to add little extra touches to whichever pages he has on his drawing table.

We've all been thoroughly astounded by how he's handled his responsibility as part of the *Image United* team. The same drive and commitment that guided Todd through a staggering 130 pages in one month some 20 years earlier is still there.

He's just as determined as ever, still a juggernaut: still Todd.

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